- CAB: Finding the formula that sells ads
- Ed Fritts: NAB chief's priorities for the '80s
- How Portland launched 10 local channels
- Dutch seek American manufacturing might

Special Report
Videotex/Teletext

CableVision™

The news and features weekly of the c

April 18, 1983 $3.00

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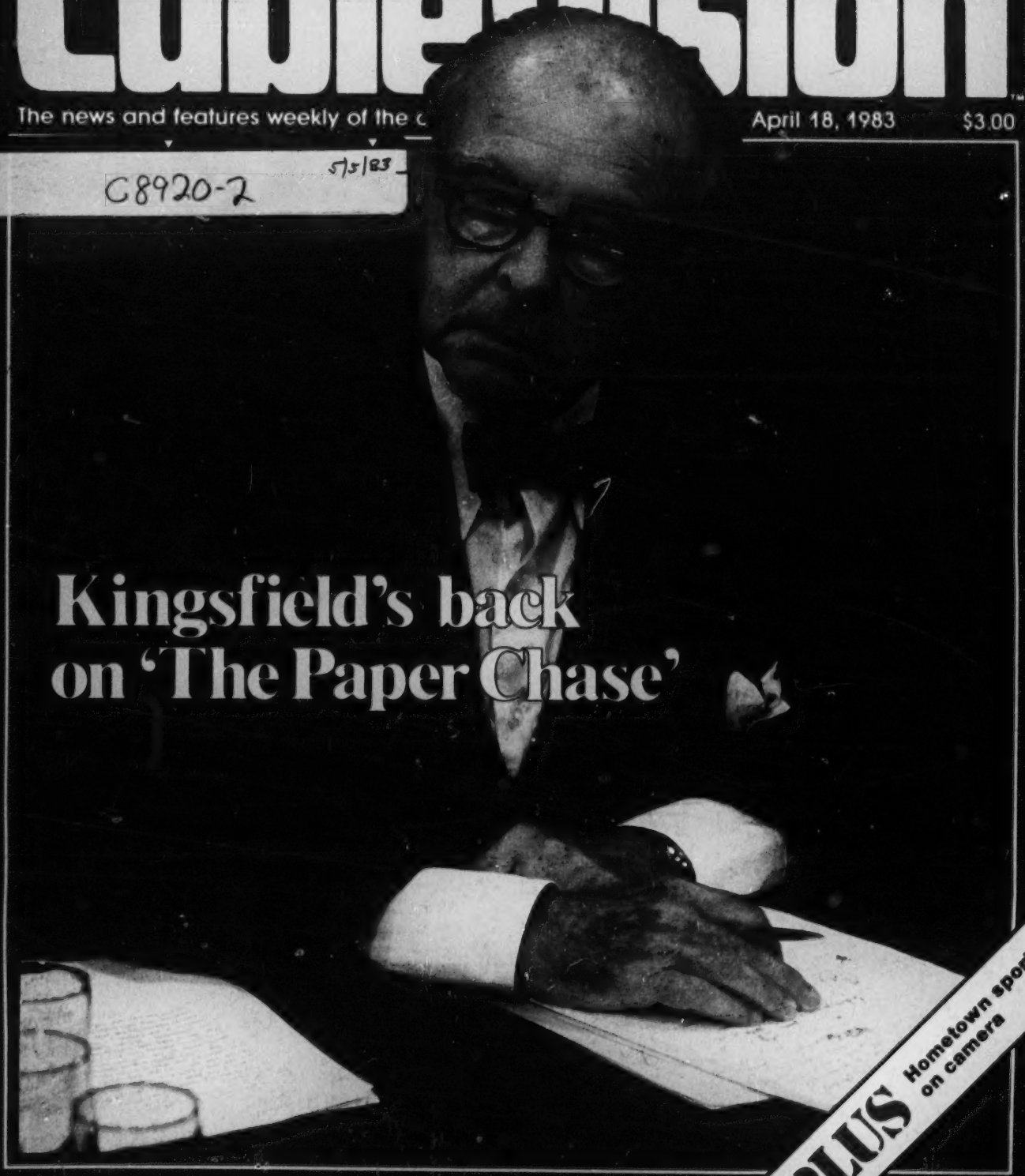

Kingsfield's back on 'The Paper Chase'

PLUS Hometown sports on camera

CableVision April 18, 1983. Volume 8, Number 32

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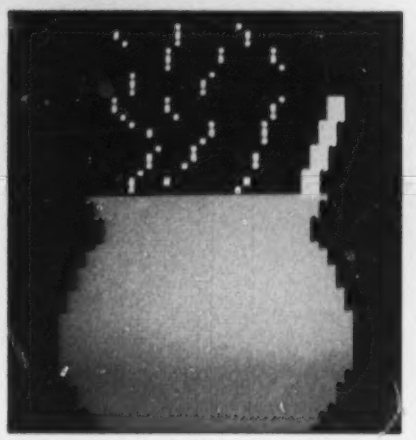


Testing the waters

According to a newsletter published by Arlen Communications, there are over 60 videotex or teletext tests being conducted in 11 countries, the U.S. alone accounting for 31. In our special report this week, Associate Editor David Stoller examines the videotex/teletext marketplace and reports on its progress to date. **Page 110.**

CAB calls for more research

The Cabletelevision Advertising Bureau's second annual conference addressed the problems of declining network shares and continued its call for more research. **Leading the week, pages 15-20.**

Dutch 'kabel'

The Netherlands is trying to attract American manufacturers for a $20 million two-way cable television test project. If successful, two-way cable will spread throughout the country. **Leading the week, pages 15-20.**

ESPN's good news

ESPN, highly pleased with the results of its special Nielsen ratings data, is mounting a major advertising campaign to alert both sponsors and agencies of their good news. **Leading the week, pages 15-20.**

Exploring economics

A Paul Kagan seminar held April 7 at the Park Lane Hotel in New York, explored "The Economics of Cable TV." **Leading the week, pages 15-20.**

Reaching 'untouchables'

Home Box Office is developing direct market campaigns to reach the 'untouchables.' **Leading the week, pages 15-20.**

Subscriber's choice

In May, Rollins Cablevision of Wilmington, Del., will be sending its subscribers a ballot listing 10 possible programming services and ask them to cast a vote on the one they'd most like to see added to their system. Rollins' "subscriber preference poll" signals the beginning of what could be called participatory cable scheduling. **Page 22.**

Dueling banjo music

Country Music Television does not see itself as competition for either The Nashville Network or MTV, but rather as a complementary service. **Page 22.**

Leaps of faith

At last week's Cabletelevision Advertising Bureau's annual conference, the consensus that emerged from one panel was that without firm viewership statistics, local cable systems would have to convince advertisers to "take a leap of faith" in the relatively new ad medium. **Page 27.**

Cablevision departs Spotlight

When the Spotlight programming service recently reorganized, Cablevision Systems—with 10 percent minority interest—chose not to remain in the venture. **Page 33.**

Something for everyone

Spurred on by rigorous local origination franchise requirements, Rogers Cablesystems in Portland, Ore., has launched 10 channels that seem to have something for almost every member of the community. **Page 37.**

Fritts' first shows promise

On the eve of his first convention as president of the NAB, Edward Fritts talked with *CableVision* about broadcasters' place among the new television technologies. **Page 127.**

About the cover

This month, Showtime will premiere *The Paper Chase—The Second Year*, starring John Houseman. The story appears in *CableVision Plus* on page 48. Photo courtesy of Showtime and 20th Century-Fox.

This week in PLUS

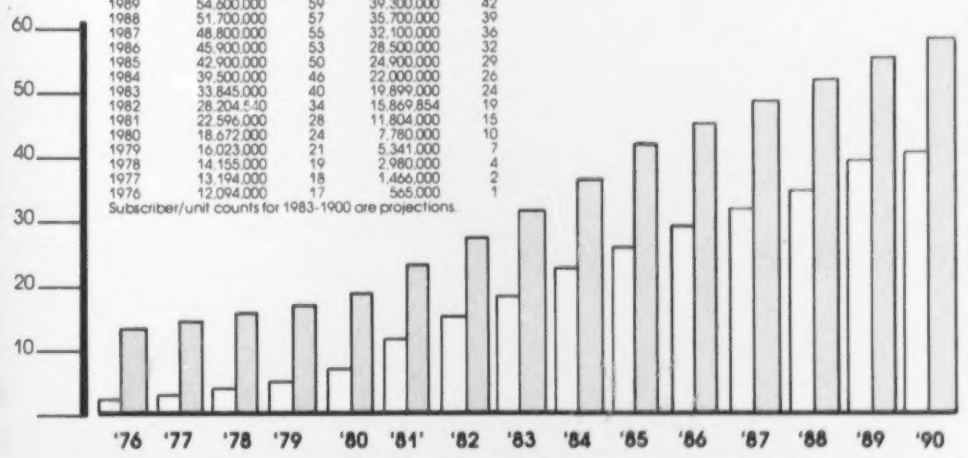
Professor Kingsfield recommences class this month on Showtime. The pay reincarnation of *The Paper Chase* features the same cast and will differ only slightly from its previous network life. There's more freedom in the production; Lynn Roth, the show's producer, says that will show up more in the frequency of eight- and 10-letter words than in that of four-letter words . . . The LO sports connection is an important one to make. Everybody turns out to watch the home team. Systems are airing everything from Little League to high school to college to professional sports. The approaches are different, but the results are the same: a happier subscriber base. **Pages 45-104.**

Cable stats

Pay/Basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections.



Cable barometer

Television households (TVHH) 83,400,000
Homes passed by cable (HP) . 49,963,332
Percent of TVHH passed by cable 59.9%
Basic cable subscribers . 28,623,377
Percent of TVHH with basic cable 34.3%
Percent of HP with basic cable 57.3%
Pay cable units 16,300,000
Percent of TVHH with pay cable 19.5%
Percent of HP with pay cable 32.6%
Percent of basic subs with pay cable .. 56.9%

Figures are as of February 1983

Satellite lineup

Satcom III-R (RCA Americom)

	Transponder
ACSN—The Learning Channel	16
C-SPAN	19
Cable Health Network	17
Cabletext	6
CBN Cable Network	8
Cable News Network	14
CNN Headline News	15
Cinemax (East)	20
(West	23
Daytime	22
Dow Jones Cable News	
(United Video)	3
(Southern Satellite Systems)	6
EPG (United Video)	3
ESPN	7
Eternal Word	18
HBO (East)	24
(West)	13
HTN Plus	16
Lifestyle (United Video)	3
Moody Bible (United Video/audio service)	3
The Movie Channel (Warner Amex)	5
MSN—The Information Channel	22
MTV	11
National Jewish Television	16
Nickelodeon/ARTS	1
PTL	2
Reuters News View	18
(SSS)	6
SCAN	6
Spotlight (Times Mirror)	4
Showtime (East)	12
(West)	10
Sunshine Entertainment Network (audio service)	2
UPI Cable News	6
UPI Customized Cable News	6
USA Network	9
(during blackout)	22
The Weather Channel	21
WFMT (United Video)	3
WGN (United Video)	3
WTBS (SSS)	6

Satcom IV (RCA Americom)

	Transponder
American Network	19
BIZNET (Department of Commerce)	15
Bravo	6
The Entertainment Channel	8
EROS (evenings)	2
Financial News Network (daytime)	2
GalaVision	23
Genesis	12
HBO (Time Inc. Teletext)	18
National Christian Network (daytime)	7
Playboy Channel (evenings)	7
SIN	1
SPN	3
Trinity (KTBN)	17

Satcom V - Launched 4th quarter 1982; no cable
Satcom I-R – Projected launched April 1983
Satcom II-R – Projected launch December 1983

Westar IV (Western Union)

	Transponder
AmSat	5(r)
AmSat/Digital Traffic	6X, 7(r)
Bonneville Satellite	3(r), 12(r), 12X
Cable News Network newsfeeds	8X
Hughes Television Network	1(r), 9X
SelecTV (Wold Communications)	9X
Wold Communications	7(r)

Westar V (Western Union)

	Transponder
AmSat/DCM	7(r)
BET	12X
Citicorp	3(r), 10(r)
Daytime	12X
Digital Communications Corp.	11X
The Disney Channel	5X, 6X
Group W Satellite Corp. (East)	11(r), 12(r)
Hughes Television Network	1(r), 5(r)
Nashville Network	9(r)
Satellite News Channel I	
Incoming Feeds	9X
Regional Feeds	4X, 7X, 8X
National Feeds	4(r)
Satellite News Channel II	8(r)
UTV Cable Network	2X
WOR	2(r)

Galaxy I (Hughes Communications) - Projected launch June 1983; 24 transponders 4/6 GHz. Transponders reserved: Time Inc. (6), Westinghouse (4), Turner Broadcasting (2), Times Mirror (2), Viacom (2), SIN (2), C-SPAN (1).
Galaxy II – Projected launch September 1983; 24 transponders, 4/6 GHz
Galaxy III – Projected launch Summer 1984; 24 transponders, 4/6 GHz

Spacenet I (Southern Pacific Satellite Co.) – Projected launch April 1984; 18 transponders 4/6 GHz; 6 transponders 12/14 GHz. Transponders reserved: SSS (3), Pop Network (3), SIN (1½), Landmark Communications (1), Bonneville International (2½), Southern Baptist Convention (1), Radio and TV Commission (also Southern Baptist Convention) (1), United Video (1), Midwest Communications (1), Double-B Enterprises (1), Rainbow Communications (1), NBC (1), Cox Communications (1), Bitalink (1/2), Southern Pacific Communications Co. (3½).
Spacenet II – Projected launch August 1984; 18 transponders 4/6 GHz; 6 transponders 12/14 GHz
Spacenet III – Presently being built

Note: A company name in parentheses following a service or network designates the transponder holder.

Top 100 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications Inc.[1]	2,255,000 (12/82)
2	American Television and Communications Corp	2,104,705 (12/82)
3	Group W Cable	1,876,991
4	Cox Cable Communications Inc	1,303,744 (1/83)
5	Warner Amex Cable Communications Inc	1,240,500
6	Storer Cable Communications	1,163,187 (12/82)
7	Times Mirror Cable Television	807,348
8	Rogers UA Cablesystems	733,225
9	Newhouse Broadcasting[2]	703,042
10	Continental Cablevision	641,000
11	Viacom Cablevision	630,255
12	United Cable Television Corp	552,027
13	Sammons Communications Inc	536,447 (3/83)
14	TeleCable Corp	389,836
15	Capital Cities Cable Inc	314,283 (11/82)
16	General Electric Cablevision	309,600 (3/83)
17	Cablevision Systems Development	300,000
18	Comcast Cable Communications	290,000
19	Heritage Communications Group	283,515
20	Liberty Communications	256,000
21	Jones Intercable Inc	244,703 (3/83)
22	Womaco Communications	238,942 (3/83)
23	Tele-Media	223,600 (12/82)
24	TCA Group	216,010
25	Daniels & Associates Inc	206,000
26	Multimedia Cablevision Inc.[3]	201,246 (3/83)
27	Maclean Hunter Cable TV Ltd	195,964
28	Service Electric Cable TV Inc	189,500 (12/82)
29	Century Communications Corp	183,000 (12/82)
30	Colony Communications Inc	166,412
31	Cantel Cable Television	155,545 (3/83)
32	Western Communications	153,095 (3/83)
33	Prime Cable Corp	146,037
34	Harris Cable Corp	140,600 (12/82)
35	Rollins Cable Vue Inc	134,000
36	Tribune Cable Communications	133,748 (3/83)
37	Sutton Capital Group	120,409
38	Communications Service Inc	117,229 (12/82)
39	Midwest Video Corp	114,615 (12/81)
40	Cable America	112,657
41	Harron Communications Corp	109,734
42	Cable Vision Industries	106,451
43	Midcontinent Cable Systems[4]	101,968 (12/82)
44	McCaw Communications	101,500 (12/82)
45	Adams Russell Telecommunications	97,644
46	Buckeye Cablevision	97,510
47	American Cablesystems Inc	95,030
48	Communications Systems Inc	91,911
49	Armstrong Utilities	87,628
50	Cablentertainment Inc	86,812 (1/83)
51	Multi Channel TV Cable Co	84,000 (9/82)
52	Televents Inc	83,008
53	Southmedia Co	82,246
54	McDonald Group	82,072 (12/82)
55	Buford Television	76,652 (7/82)
56	Perry Cable TV Corp	75,616
57	King Videocable Co	75,058
58	Summit Communications	73,569
59	Palmer Communications Inc	73,438
60	U.S. Cable Corp	70,000
61	McClatchy Newspapers	69,692
62	National Telecommunications Co	67,500 (12/82)
63	The Essex Group	67,446 (1/83)
64	Ultracom, Inc	67,000
65	WEHCO Video Inc	66,859
66	Acton Corporation[5]	65,000 (3/83)
67	American Cable Television Inc	62,477
68	Booth Communications	61,800
69	Omega Communications	60,000 (12/82)
70	Joseph Gans	59,000
71	Omni Cable TV Corp	57,277
72	Consolidated Cable Systems	57,089
73	Harte-Hanks Communications	56,854
74	Pencor Services Inc	56,853 (12/82)
75	Total TV Inc	56,217 (1/83)
76	Marsh Media	51,299
77	Wabash Cablevision	50,700 (3/83)
78	Falcon Communications	50,000 (9/82)
79	The Daily Press	49,000
80	Clear TV Cable Corp	47,532 (10/82)
81	Lenfest Group	45,801 (12/82)
82	Selkirk Communications	45,574
83	Sonic Cable TV	45,444 (3/83)
84	Adelphia Communications	44,339
85	Greater Media	43,500
86	Susquehanna Broadcasting	41,350
87	National Cablesystems Inc	39,713
88	Hellicon Corporation	36,431
89	Matrix Enterprises	35,890
90	Combined Cable Corp	35,000
91	Jim R. Smith & Co	33,087
92	United Video Management	32,000
93	Cable Holding Inc	31,000
94	United Broadcasting Co	30,000 (3/83)
95	Multivision Group	30,000 (3/83)
96	Southern Cablevision	29,138 (8/82)
97	Mid America Media	27,903 (1/83)
98	Mickelson Media	26,958
99	Cable Communications of Iowa	26,483 (9/82)
100	Whitney Communications Corp	25,452

[1] Number is a company estimate
[2] Includes MetroVision, NewChannels, Vision Cable
[3] Includes Tar River Communications
[4] Includes systems owned and with controlling interest
[5] Includes owned and partially owned systems
Note: All subscriber counts are as of 2/83 unless noted otherwise

Top 100 systems

Rank	Location	Operator	Basic Subs
1	San Diego, Calif	Cox Cable	221,585 (12/82)
2	Woodbury (Long Island), N.Y.	Cablevision Systems	187,000
3	Manhattan, N.Y.	ATC	169,250 (12/82)
4	Houston, Texas	Warner Amex	157,000
5	San Antonio, Texas	Rogers UA	154,090
6	West Orange, N.J.	Maclean Hunter	146,983
7	Wayne, N.J.	Rogers UA	117,417
8	Tulsa, Okla.	United Cable	104,583
9	Audubon, N.J.	NYT Cable	100,248
10	Erie County, N.Y.	Prime Cable	99,337 (3/83)
11	Austin, Texas	ATC	97,300 (12/82)
12	San Jose, Calif.	Gill Industries	94,000
13	Tidewater, Va.	Cox Cable	91,393 (12/82)
14	Cincinatti, Ohio	Warner Amex	88,000
15	Central Islip, (Long Island) N.Y.	Viacom	85,401
16	Baltimore County, Md.	Cultec Cable	84,763
17	Seattle, Wash.	Group W Cable	84,455
18	Jefferson Parish/Kenner, La.	Cox Cable	82,962 (12/82)
19	Orlando, Fla.	ATC	82,550 (12/82)
20	Toledo, Ohio	Buckeye Cablevision	78,811
21	Manhattan, N.Y.	Group W Cable	78,329
22	Memphis, Tenn.	ATC	78,025 (12/82)
23	Grand Rapids, Mich.	General Electric	75,600 (3/83)
24	Honolulu, Hawaii	ATC	73,650 (12/82)
25	Wilmington, Del.	Rollins Cable	73,000
26	Jacksonville, Fla.	ATC	72,975 (12/82)
27	San Diego, Calif.	ATC	72,350 (12/82)
28	Wichita, Kan.	Multimedia Cable	70,108 (3/83)
29	San Francisco, Calif.	Viacom	67,908
30	Baton Rouge, La.	Daniels	67,000
31	Pittsburgh, Pa.	Warner Amex	65,400
32	Greater San Juan PuertoRico	Harris Cable	64,110 (12/82)
33	Flint, Mich.	Comcast	64,000
34	Englewood, Colo.	United Cable	62,543
35	Suburban Rochester, N.Y.	People's Cable	61,607
36	Columbus, Ohio	Warner Amex	61,000
37	Seattle, Wash.	Viacom	59,872
38	Buffalo, N.Y.	Minneapolis Star	59,277
39	Monterey, Calif.	Western	59,031 (3/83)
40	Melbourne, Fla.	ATC	58,925 (12/82)
41	Santa Monica, Calif.	Group W Cable	56,321
42	Santa Barbara, Calif.	Cox Cable	56,167 (12/82)
43	Snohomish County, Wash.	Viacom	55,717
44	Jefferson County, Ky.	Storer	55,519
45	Akron, Ohio	Warner Amex	55,000
46	Allentown, Pa.	Twin County Cable	55,000 (1/83)
47	El Paso, Texas	Group W Cable	54,664
48	Harrisburg, Pa.	Sammons Comm.	54,276 (3/83)
49	Columbus, Ohio	Coaxial Comm.	54,200
50	Tacoma, Wash.	Cable TV of Puget Sound	53,795 (3/83)
51	Dade/Broward counties, Fla.	Storer	53,257
52	Pompano Beach, Fla.	American Cable TV	53,064
53	Boston Complex, Mass.	Warner Amex	53,000
54	Louisville, Ky.	Times Mirror	52,938
55	Binghamton, N.Y.	NewChannels	52,786
56	Charlotte, N.C.	ATC	52,350 (12/82)
57	Sarasota, Fla.	Storer	52,017
58	Kansas City, Mo.	ATC	51,525 (12/82)
59	Des Moines, Iowa	Heritage	51,295
60	Allentown, Pa.	Service Electric	51,000 (12/82)
61	Dallas Complex, Texas	Warner Amex	50,800
62	Canton, Ohio	Warner Amex	50,400
63	San Diego County, Calif.	Times Mirror	49,759
64	New Haven, Conn.	Storer	49,620
65	Hartford, Conn.	Times Mirror	49,392
66	St. Petersburg, Fla.	Group W Cable	49,154
67	Cleveland, Ohio	Viacom	46,946
68	Charleston, S.C.	Storer	48,561
69	Reading, Pa.	ATC	47,900 (12/82)
70	Phoenix, Ariz.	American Cable Television	47,523 (1/83)
71	San Rafael/Marin County, Calif.	Viacom	47,196
72	Peoria, Ill.	General Electric	47,000 (3/83)
73	Indianapolis, Ind.	Wabash Cablevision	47,000 (3/83)
74	Chattanooga, Tenn.	South Media	46,750
75	Jackson, Miss.	ATC	45,850 (12/82)
76	New Britain, Conn.	United Cable	45,708
77	Shreveport, La.	ATC	45,700 (12/82)
78	Eugene, Ore.	Group W Cable	45,678
79	Port Arthur, Texas	Liberty	45,447
80	Albany, N.Y.	ATC	44,525 (12/82)
81	Omaha, Neb.	Cox Cable	44,275 (12/82)
82	Bridgeport, Conn.	Southern Conn. Cable	43,951
83	Moline/Quint Cities, Ill.	Cox Cable	43,834 (12/82)
84	Oklahoma City, Okla.	Cox Cable	43,793 (12/82)
85	Scranton, Pa.	Verto Cable TV	43,750
86	Bakersfield/Kern Co., Calif.	Warner Amex	43,400
87	Overland Park, Kan.	TeleCable	43,385
88	Spokane, Wash.	Cox Cable	43,257 (12/82)
89	Westchester County, N.Y.	Rogers UA	43,130
90	Birmingham, Ala.	ATC	42,950 (12/82)
91	Atlanta, Ga.	Cable America	42,633
92	Lincoln, Neb.	MetroVision	42,527
93	Winston-Salem, N.C.	Summit Communications	42,353
94	Lansing, Mich.	Continental	42,300
95	Brookhaven (Long Island), N.Y.	Rogers UA	41,883
96	DeKalb County, Ga.	Cable America	41,656
97	Albuquerque, N.M.	Tribune Cable	51,575 (3/83)
98	Concord, Calif.	Western	41,488 (3/83)
99	Branford, Conn.	Rollins Cable	41,300
100	Rockford, Ill.	R.R. Donnelley & Sons	41,091